



Worldshop Newsletter May 2006

Dear Fair Traders,

I'm sure all of you will agree that this is a very busy time for all of us. Fair Trade fortnight, World Fair Trade Day and all the celebrations for so many National Associations that are celebrating their 30th or longer anniversaries! On the advocacy front, Anja Osterhaus of our FINE Advocacy Office has been working full out to insure that as the EU makes decisions on Fair Trade directives that they reflect our work and standards that have evolved over the past thirty plus years. IFAT's global journey is coming to Europe and serious work is being done for a new set of standards to support handicrafts. We are most certainly a very busy movement. As with all busy people, sometimes one must take some time to indulge yourself.

This month our NEWSletter is very centered on the sensual side of what we do at the Worldshops. As many people who work in Worldshops know the best way to approach new comers to the world of fair trade is through the senses. Spain, our focus country this month, provides us with examples of how to surround your senses with Fair Trade. Fiestas, furniture and cooking programs for children. What could be a better way to win people to the fair way of living than with wonderful products and program's? Our NEWS campaign which focuses on ending child labor has launched our own web-site for kids. With games, music and great graphics the NEWS Office is offering a new way to approach our younger audience. The NEWS Office is also planning a "Red Card Installation". A tent with lights and 50,000 red cards signed by children all over Europe! This is another example of capturing the senses of our public. This is our first art performance!

Enjoy this months NEWSletter. Let us know what you are doing to promote Fair Trade. Knowledge is power and this forum is a great way to work with all our readers.

KIDZ@WORK online!



NEWS launched its new campaign website KIDZ@WORK on Friday, 5th of May. Just in time for World Fair Trade day 2006.

The new website is part of the ongoing campaign against exploitative child labour and for Fair Trade. KIDZ@WORK is a fun place for kids to learn, ask questions, be creative and to understand how they too can be actors for change in their own family and schools.

For the first time, there is a website for children in 8 languages: Danish, Dutch, English, German, Italian, Portuguese, Spanish and Swedish. Children can get in contact with and share their opinions with other children from their country or with children elsewhere in Europe.

KIDZ@WORK offers downloads, fun one-click games and lots of information about child labour, football and Fair Trade.

Within the first ten days we had more than 3.000 visitors not only from Europe but from all over the world: from Australia, Brazil, Peru, Argentina, Mexico and even from the Seychelles.

Check out and promote kidz-at-work.net in your country and your town!

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Fair Trade in Spain

Fair Trade Fiesta – or, an ant can carry 50 times its own weight...

Like Spain itself, its Fair Trade movement is truly diverse: different organisations from different sectors – ranging from the peace movement to the economic solidarity movement, not forgetting the environmentalists and ecologists- all have a stake in the Spanish Fair Trade movement. This diversity is reflected in the activities organised by the "Coordinadora Estatal de Comercio Justo", the Spanish Fair Trade Forum.

After successful World Fair Trade Day activities across Spain the season continues with the famous Fair Trade fiesta – this time it will be bigger than ever, aiming to top the 70,000 visitors in 2005.



Bien, tu curiosidad te ha movido hasta aquí
 ¿Sabías que una hormiga puede levantar 50 veces su peso?
 ¿Sabías que tú también puedes cambiar las cosas?

GRAN FIESTA DEL COMERCIO JUSTO
 del 19 al 21 de mayo 2006
 Plaza de Felipe II (junto al Palacio de los Deportes)
 Metro Goya

"An ant can carry up to 50 times its own weight... you can move (change) things too"

The annual Fair Trade Party first took place in 2000 as part of the celebrations to welcome the Finnish Fair Trade Ship "Estelle" which docked in Barcelona's port for two weeks in May 2000. Whilst the ship was docked in Barcelona's port, 20 000 people attended Fair Trade exhibitions, concerts, talks and parties on the ship. Such was the success of this event in 2000 that the organisers decided to stage the event again year after year – with more events registered across Cataluña each year. The Fair Trade Party is very much a joint effort between many Spanish organisations, coordinated by SETEM. More and more organisations are getting involved, in order to reach more people and to raise awareness amongst Catalan citizens about trade relationships between North and South, about Fair Trade and Responsible Consumption. The Fair Trade Party has become the most important event in Catalonia's "solidarity" calendar of events, the idea has spread to other parts of Spain – this year will see the first events organised outside of Catalonia.

Fair Trade with all senses

Sea of Chocolate, City of Rice, Wheel of Fussilli and Coloured Snails are just some of the fantastic fair creations that Spanish kids can come up with during their fair trade cooking workshops. Begonya's favourite is *The Red-Haired Lady of Quinoa*:

The main ingredient is Fair Trade Quinoa - just cook it in boiling water with salt. Afterwards put it on the plate making the form of the face and neck of the woman. Add grated carrot for the woman's red hair and olives, pea and red pepper for the eyes, neck-lace and lips.



Children in the Madrid area can learn a little about fair trade whilst learning how to cook easy dishes with fair trade ingredients in a fun and creative way. The children can come up with their own creations and choose what they want to make. All the classes have been fully booked with long waiting lists! Using all senses children come into contact with Fair Trade – we look forward to the cook book!!

Fair Trade at Home

An exhibition in Madrid at the beginning of June demonstrates how the conscious consumers can go all the way with the Fair Trade Home. A house furnished and decorated with only Fair Trade furniture and crafts will be on display to show how it is possible. The exhibition shows Fair Trade is constantly improving quality and design.



Most of the furniture comes from Honduras and is imported by COPEDA – a Spanish Fair Trade organisation. COPEDA's furniture is the first Fair Trade furniture to be certified by the Forest Stewardship Council. The project partners in Honduras are constructing several technical training centres for artisans of the region with the money from Fair Trade sales. For more information on COPADE's projects see <http://copade.org/>

New IDEAS – Fair Procurement in Spain

This spring, Spanish NGO IDEAS (member of the Coordinadora Comercio Justo) launched a project on the introduction of ethical and ecological public procurement in the Andalucía Ministry of Environment. Throughout the year the project will focus on food, textiles, office material, office furniture, cleaning products, paper and derivatives. IDEAS has developed a joint strategy with Spanish NGO Bakeaz in order to introduce ethical and environmental criteria.

The first phase of the initiative involves a diagnosis based on the purchasing process of seven products: cleaning products and services, office material, office furniture, food, textiles, computers and paper. IDEAS organized an informative seminar with the 40 key agents of

the procurement process from the Environmental Ministry and the regional government. The seminar was very useful for agents to gain an understanding the concept of ethical and sustainable public procurement, the concept of Fair Trade and the legal possibilities of integrating social and ethical considerations. It is hoped that this pilot project extend to include further Departments next – it might even set the ball rolling for fair procurement projects in other Spanish autonomies. For more information please contact info@ideas.coop
Source: Fair Procura Newsletter.

If you would like more information on Fair Trade in Spain, please contact Bego Izquierdo: begoizquierdo@yahoo.es

Japanese Fair Trade Delegation meet NEWS

10 Japanese students recently made a Fair Trade trip to Germany. They came from different towns in Japan like Nara City, Sumoto City, Yokohama, Osaka and –of course- Tokyo. Most of the students are involved in Fair Trade. They stayed in Germany to visit some important Fair Trade actors and supporters, to learn about Fair Trade in Germany and to share their experiences. They met two important Fair Trade networks: the "Forum Fairer Handel" - the German Fair Trade Forum and NEWS. Since there is no network in Japan, this meeting encouraged them a lot. "Now, we would like to make efforts to unite the Fair Trade Shops in order to made Fair Trade in Japan successful!", said Naho Murakami.

Naturally, they all signed our "Red Card for Exploitative Child Labour"



Marco Klemmt (NEWS), Antje Edler (Forum Fairer Handel) and the Japanese Delegation show exploitative Child Labour a Red Card!

IFAT Global Journey

Fair Trade travels the world to spread the word! Hundreds of thousands of people have already hit the streets to celebrate and promote Fair Trade - in a way that can't be missed! Politicians, celebrities and opinion leaders all over Asia, Latin America, North America and Africa have taken part – the Global Journey is arriving in Europe on 20th May to spend the summer travelling through Europe to spread the Fair Trade message.



Global March in New Delhi

Events are planned in Belgium, Holland, Denmark the UK and Austria. To find out exactly where the Global Journey in Europe will begin, contact IFAT at globalmarch@ifat.org

Advocacy

At a European Parliament public hearing on Fair Trade and Development on 25th April 2006, the success of Fair Trade in the South as one of the best examples of sustainable development and poverty reduction was acknowledged by MEPs (Members of European Parliament). International representatives from the Fair Trade movement were present to report on the benefits for producers and the astounding growth in Fair Trade markets in the Northern Hemisphere – and perhaps more importantly to remind MEPs that the EU has committed itself to supporting and promoting Fair Trade.

Yet Members of the European Parliament (MEPs) announced that more efforts are needed to get the system working better in order to increase consumer confidence in the Fair Trade system, according to Green MEP Frithjof Schmidt, who drafted a Report of Fair Trade and Development in order for the EU to advance Fair Trade, it

must focus on consumer protection, raising awareness, increasing environmental standards and transparency. Not surprisingly, the report also called for clear standards to be set. At the moment, such legal Fair Trade standards have been introduced in France, with negotiations in Italy and Belgium currently taking place.

Source: Fair Procura Newsletter

Coming soon:

Red Card Installation in Potsdam, Germany

On World Fair Trade Day thousands of "Red Card for Exploitative Child Labour" were signed. All the red cards signed all over Europe will be exhibited at a kids-football-event in Potsdam, near Berlin, at the start of the FIFA-World Cup. Check out the next NEWSletter for more info on the (red) installation!

Business as Usual – Fair Trade Book

Fair Trade: what's it all about? What does it mean for producers and consumers? Can free trade also be fair? If you are new to the fair trade movement then the above book is just the thing for you. It is due to be published this summer by the Fair Trade Advocacy office, with contributions from people working in all parts of the international Fair Trade movement. For more information, contact Anja Osterhaus at the Fair Trade Advocacy office: osterhaus@fairtrade-advocacy.org